

WEB SITE LOAD MANAGEMENT

Abstract of the Disclosure

A system for broadcasting enhanced television content may provide for early notification of web hosting facilities when uniform resource locators may be broadcast with television content. When uniform resource locators are broadcast with television content, a large number of users may attempt to simultaneously access the hosting web site for the uniform resource locator. By providing early warning through the television broadcast system, the web servers which handle the load of attempted web accesses may gear up for the load spike. Through an automatic system, a relatively failsafe procedure may be implemented to ensure that the web hosting facilities receive notice sufficient to enable them to prepare for the onslaught of attempted accesses.